

Case Study:

Winning Elections

Client and Challenge

Getting the vote out is never easy, especially if you're the first Democratic Representative from New Jersey since 1975. This candidate partnered with MNI to further awareness and drive voting.

Strategy and Solution

With a proven track record in implementing winning political campaigns based on insights and data, MNI developed a three-point plan.

1. Use [DataMatch](#) to identify likely voters as identified through [DataMatch](#).
2. Cross reference [DataMatch](#) against the list supplied by the candidate.
3. Run targeted ads across [CTV/OTT](#) channels based on the target insights.

Campaign Success

Victory. The candidate won and increased the digital ad spend by **4x** to stay connected with constituents.

The votes are in. Connect with an MNI Account Executive near you to build your most successful campaign yet.

